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Ontario's Overnight Cultural Tourist Market, 2001

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Ontario

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Highlights

- Of Ontario's 39.3 million overnight visitors in 2001, 9.2 million or 23% participated in cultural activities.
- The expenditures of overnight cultural tourists accounted for 37% of the total spending by overnight visitors in Ontario in 2001.
- This level of visitor expenditures ($4.2 billion) generated $4.3 billion in Gross Domestic Product (GDP) for the province and 86,000 jobs.
- On average, cultural tourists stayed in Ontario for 4.6 nights in 2001, 35% longer than total overnight visitors.
- Nearly half (48%) of overnight cultural tourists came to Ontario during the summer months in 2001, compared to 39% of the province's total overnight visitors.
- Most overnight cultural tourists (84%) travelled in parties of adults only. Average party sizes ranged from 1.7 to 2.5 depending on the origin of the visitor.
- 40% of the overnight cultural tourists stayed in hotels while on vacation in Ontario, compared to 25% of total overnight visitors in 2001.
- Next to participating in cultural activities, shopping and sightseeing were the most popular activities for cultural tourists in 2001.

Points Saillants

- Des 39,3 millions de visiteurs de passage en Ontario en 2001, 9,2 millions, soit 23 %, ont participé à des activités culturelles.
- Les dépenses de ces touristes culturels représentent 37% des dépenses totales des visiteurs de passage en Ontario en 2001.
- Ce niveau de dépenses des visiteurs (4,2 milliards de dollars) a créé un produit intérieur brut (PIB) de 4,3 milliards de dollars pour la province et 86 000 emplois.
- En moyenne, les touristes culturels ont passé 4,6 nuits en Ontario en 2001, 35 % de plus de l'ensemble des visiteurs de passage.
- Près de la moitié (48 %) des touristes culturels de passage sont venus en Ontario au cours des mois d'été en 2001, comparé à 39 % de l'ensemble des visiteurs de passage dans la province.
- La plupart des touristes culturels de passage en Ontario (84%) voyageaient en groupes ne comprenant que des adultes. Ces groupes atteignaient une moyenne de 1,7 à 2,5 suivant l'origine des visiteurs.
- 40% des touristes culturels de passage ont séjourné à l'hôtel pendant leurs vacances en Ontario, comparé à 25% de l'ensemble des visiteurs de passage en 2001.
- Après la participation aux activités culturelles, le magasinage et les visites de points d'intérêts étaient les activités les plus populaires des touristes culturels en 2001.

Introduction

Definition: In this report an overnight cultural tourist is defined as:

1. an international visitor to Ontario who stayed in the province for at least one night and:
   a. attended festivals or fairs, or
   b. attended cultural events, or
   c. visited zoo, museum or natural display
2. a domestic visitor with an Ontario destination who stayed in the province for at least one night and:
   a. attended festivals or fairs, or
   b. attended a cultural performance, or
   c. attended an aboriginal/native cultural activity, or
   d. visited a museum or art gallery, or
   e. visited a historic site

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism and Recreation (MTR).

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2001, an average of 14,660 Canadian households -- including 4,335 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents was around 86%.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a CAI system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

Length of Stay	Place of Residence	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. A domestic trip must also meet a distance requirement as follows:

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 23,247 completed questionnaires by US residents (out of 41,218 usable questionnaires of US visitors to Canada) and 7,221 completed questionnaires by overseas visitors (out of 15,079 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S CULTURAL TOURIST MARKET, 2001

How many cultural tourists visited Ontario and where did they come from?

Of Ontario's 39.3 million overnight visitors in 2001, 9.2 million or 23% participated in cultural activities.

- Half (51%) of visitors that participated in cultural activities in Ontario were Canadian.
- Ontario residents accounted for 83% of Canadian cultural tourists, and 42% of the total overnight visitors that participated in cultural activities.
- 43% of U.S. and 62% of overseas overnight visitors participated in cultural activities in Ontario in 2001.

Table 1: Total Overnight Person Visits in Ontario, 2001

Origin	Overnight Cultural Visitors (000s)	% Share	Total Overnight Visitors (000s)	% Share	Incidence*
TOTAL	**9,189**	**100%**	**39,284**	**100%**	**23%**
Canada	4,662	51%	29,610	75%	16%
Ontario	3,871	42%	26,144	67%	15%
Quebec	353	4%	1,675	4%	21%
Manitoba	83	1%	470	1%	18%
Western Canada	223	2%	851	2%	26%
Atlantic Canada	132	1%	469	1%	28%
USA	3,414	37%	7,879	20%	43%
New York	584	6%	1,476	4%	40%
Michigan	745	8%	1,742	4%	43%
Pennsylvania	216	2%	491	1%	44%
Minnesota	86	1%	307	1%	28%
Ohio	328	4%	699	2%	47%
Illinois	163	2%	354	1%	46%
Wisconsin	80	1%	276	1%	29%
Other USA	1,213	13%	2,535	6%	48%
Overseas	1,113	12%	1,795	5%	62%
UK	261	3%	407	1%	64%
France	104	1%	143	0%	73%
Germany	76	1%	121	0%	63%
Japan	89	1%	160	0%	56%
Other Europe	199	2%	323	1%	62%
Other Asia	175	2%	322	1%	54%

*Incidence refers to the percentage of total overnight visitors from a particular origin that participated in cultural activities.

How long did they stay in Ontario?

On average, cultural tourists stayed in Ontario for 4.6 nights in 2001, 35% longer than total overnight visitors.

- Overnight visitors that participated in cultural activities from overseas countries stayed the longest, followed by Canadians and Americans.
- Almost three-quarters (73%) of overnight cultural tourists stayed in the province for one to four nights, while 9% stayed for ten or more nights.
- Ontarians that participated in cultural activities had the highest incidence of taking a short getaway trip (1 to 3 nights) in the province (76%), followed by cultural tourists from the U.S. (70%).
- Only 30% of overseas cultural tourists stayed for a short getaway trip, indicating that the further away a visitor comes from, the longer they stay in the province.

Table 2: Person Nights in Ontario, 2001

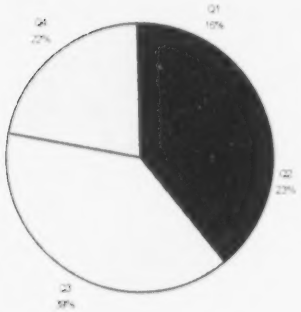
Origin	Cultural Visitors (000s)	% Share	Total Overnight Visitors (000s)	% Share	Incidence*	Average Length of Stay (nights)	
						Culture	Total
TOTAL	**42,048**	**100%**	**134,443**	**100%**	**31%**	**4.6**	**3.4**
CANADA	17,807	42%	88,365	66%	20%	3.8	3.0
Ontario	12,619	30%	71,723	53%	18%	3.3	2.7
Quebec	1,168	3%	5,091	4%	23%	3.3	3.0
Manitoba	443	1%	1,909	1%	23%	5.3	4.1
Western Canada	2,486	6%	6,590	5%	38%	11.1	7.8
Atlantic Canada	1,090	3%	3,053	2%	36%	8.3	6.5
USA	11,765	28%	27,119	20%	43%	3.4	3.4
New York	1,869	4%	4,403	3%	42%	3.2	3.0
Michigan	1,874	4%	4,304	3%	44%	2.5	2.5
Pennsylvania	752	2%	1,837	1%	41%	3.5	3.7
Minnesota	308	1%	1,139	1%	27%	3.6	3.7
Ohio	927	2%	2,229	2%	42%	2.8	3.2
Illinois	614	1%	1,416	1%	43%	3.8	4.0
Wisconsin	289	1%	1,254	1%	23%	3.6	4.5
Other USA	5,132	12%	10,538	8%	49%	4.2	4.2
OVERSEAS	12,476	30%	18,959	14%	66%	11.2	10.6
UK	2,411	6%	3,778	3%	64%	9.2	9.3
France	669	2%	937	1%	71%	6.4	6.6
Germany	715	2%	1,149	1%	62%	9.4	9.5
Japan	486	1%	829	1%	59%	5.5	5.2

*Incidence refers to the percentage of total overnight visitors from a particular origin that participated in cultural activities.

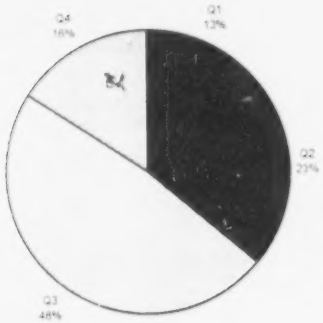
When did they visit Ontario?

The nearly half (48%) of overnight cultural tourists came to Ontario during the summer months in 2001, compared to 39% of the province's total overnight visitors.

Quarter Trip Started
Total Overnight Person Visits 2001



Quarter Trip Started
Overnight Cultural Tourists 2001



- Compared to other overnight visitors, cultural tourists had a higher incidence of travelling during the summer than during the winter and fall.
- The majority of Ontario's main markets visited the province during the summer.

Table 3: Overnight Cultural Tourists in Ontario by Calendar Quarter, 2001

	Q1	Q2	Q3	Q4
Total	**1,161**	**2,146**	**4,436**	**1;446**
CANADA (000)	764	820	2306	772
Share (%)	66%	38%	52%	53%
Ontario	607	688	1933	643
Share (%)	52%	32%	44%	44%
USA (000)	301	981	1608	525
Share (%)	26%	46%	36%	36%
Border States	234	583	1034	350
Share (%)	20%	27%	23%	24%
OVERSEAS (000)	96	345	522	149
Share (%)	8%	16%	12%	10%
UK	24	78	120	39
Share (%)	2%	4%	3%	3%
France	5	32	53	14
Share (%)	*	1%	1%	1%
Germany	5	26	35	10
Share (%)	*	1%	1%	1%
Japan	11	31	40	7
Share (%)	1%	1%	1%	0%

* less than 1%

How big were their travel parties? Who were in their travel parties?

Most overnight cultural tourists (84%) travelled in parties of adults only. Average party sizes ranged from 1.7 to 2.5 depending on the origin of the visitor.

- Cultural tourists from Ontario and Japan had the smallest average party size (1.7), while visitors from U.S. border states had the largest (2.5).
- Cultural tourists from Ontario had the lowest occurrence of traveling in groups of adults only (82%), while visitors from Japan had the highest (95%).

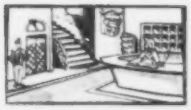
Table 4: Overnight Cultural Party Visits Average Size and Composition, 2001

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.7	83%	17%
Ontario	1.7	82%	18%
USA	2.3	84%	16%
Border States	2.5	83%	17%
Overseas	1.8	91%	9%
UK	2.0	90%	10%
France	2.0	89%	11%
Germany	1.9	93%	7%
Japan	1.7	95%	5%

Table 5: Overnight Cultural Tourists Percent Party Size (Adults Only), 2001

Origin	1 adult	2 adults	3 or more adults
TOTAL	**45%**	**32%**	**6%**
CANADA	57%	23%	2%
Ontario	56%	23%	2%
USA	21%	49%	14%
Border States	14%	53%	15%
Michigan	13%	54%	17%
New York	17%	52%	13%
OVERSEAS	43%	40%	8%
UK	30%	51%	9%
Japan	50%	39%	5%
France	29%	51%	8%
Germany	36%	50%	7%

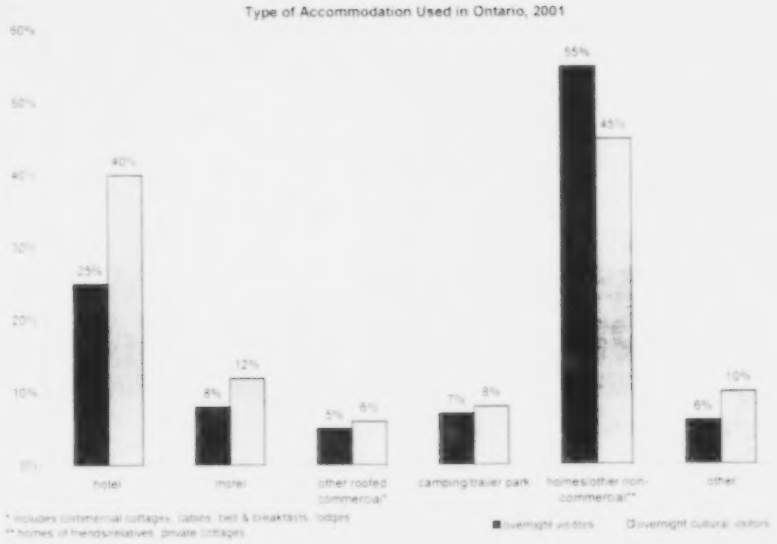
- Cultural tourists from Canada had the highest incidence (57%) of travelling alone in Ontario.
- Cultural tourists from Michigan (53%) had the highest frequency of travelling in groups of two in 2001.
- Cultural tourists from Michigan (17%) also had the highest incidence of travelling in parties of three or more people.



Where did they stay in Ontario?

40% of overnight cultural tourists stayed in hotels while on vacation in Ontario, compared to 25% of total overnight visitors in 2001.

- Cultural tourists had a higher tendency to stay in roofed commercial accommodation, compared to total overnight visitors. For instance, 40% of overnight cultural visitors stayed in hotels, while 25% of total overnight visitors did so in 2001.



- Fewer cultural tourist visits were spent in homes of friends/relatives or private cottages (45%), compared to total overnight visits (55%).
- The majority (58%) of domestic cultural tourists stayed at the homes of friends or relatives or at other non-commercial accommodation, while the majority (74%) of American and overseas (67%) cultural tourists stayed at roofed commercial accommodation in 2001.

Table 6: Overnight Cultural Tourists Accommodation Use by Person Visits and Origin, 2001

Type of Accommodation	Canada	% Share	Ontario	% Share	USA	% Share	Border States	% Share	Over-seas	% Share
Hotel	1,164	25%	825	21%	1,684	49%	1,087	49%	585	53%
Motel	235	5%	203	5%	693	20%	463	21%	117	11%
Other Roofed Commercial	275	6%	253	7%	158	5%	109	5%	36	3%
Camping/Trailer Park	420	9%	352	9%	200	6%	111	5%	26	2%
Homes of Friends/Relatives/ Other Non-commercial	2,724	58%	2,291	59%	638	19%	328	15%	468	42%
Other	131	3%	107	3%	509	15%	328	15%	219	20%

What other activities did they participate in?

Next to participating in cultural activities, shopping and sightseeing were the most popular activities for cultural tourists in 2001.

- Next to participating in cultural activities, Ontario's cultural tourists' most popular activities were shopping (70%) and sightseeing (70%).
- Other popular activities were visiting friends and relatives (VFR) (53%) and participating in sports and outdoor activities (35%).
- Cultural tourists were more active than total overnight visitors, participating in an average of 5.2 versus 1.9 activities per person visit.

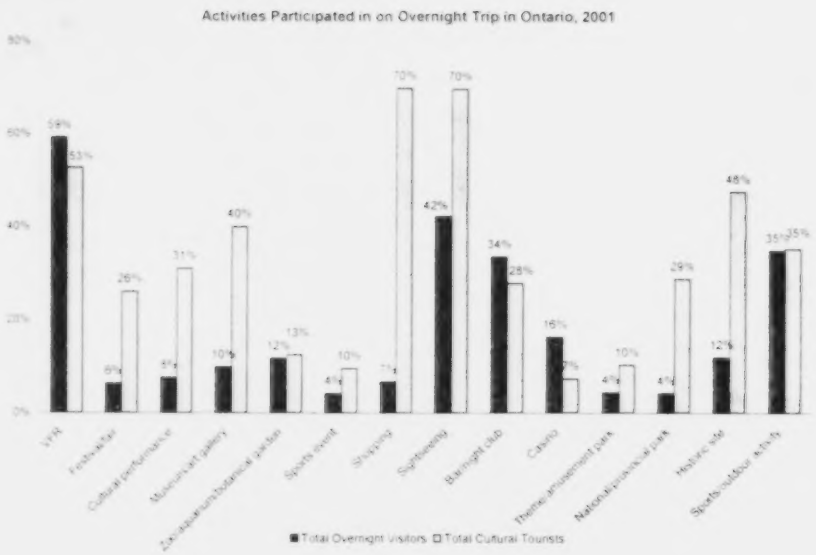


Table 7: Overnight Cultural Tourists in Ontario
Percent of Visitors who Participated in Selected Activities, 2001

Activity	Canada	Ontario	USA	Overseas
VFR	69%	69%	28%	60%
Festival/fair	34%	36%	17%	19%
Cultural performance	32%	32%	32%	24%
Museum/art gallery	35%	30%	40%	64%
Zoo/aquarium/botanical garden	10%	9%	10%	33%
Sports event	11%	11%	7%	13%
Shopping	61%	60%	75%	92%
Sightseeing	63%	62%	73%	89%
Bar/night club	29%	29%	24%	34%
Casino	8%	8%	4%	12%
Theme/amusement park	9%	7%	7%	27%
National/provincial park	22%	21%	30%	56%
Historic site	37%	36%	56%	68%
Sports/outdoor activity	44%	46%	27%	27%

- Cultural tourists from overseas were the most active, participating in an average of 7.2 activities per person visit, compared to 5.3 activities for Americans and 4.6 activities for Canadians.

Which Ontario regions* did they visit?

The top market for overnight cultural tourists was Toronto and Area (35%) followed by Niagara Region (22%) and Central Ontario (17%).

- Toronto and Area was the top destination for overnight cultural tourist visits (35%), compared to 25% of total overnight visits.
- Niagara Region was another top region for cultural visitation with 22% of overnight visits, followed by 17% of visits by cultural tourists in Central Ontario.
- Ottawa Region received 14% of overnight cultural visits, compared to 8% of total overnight visits.

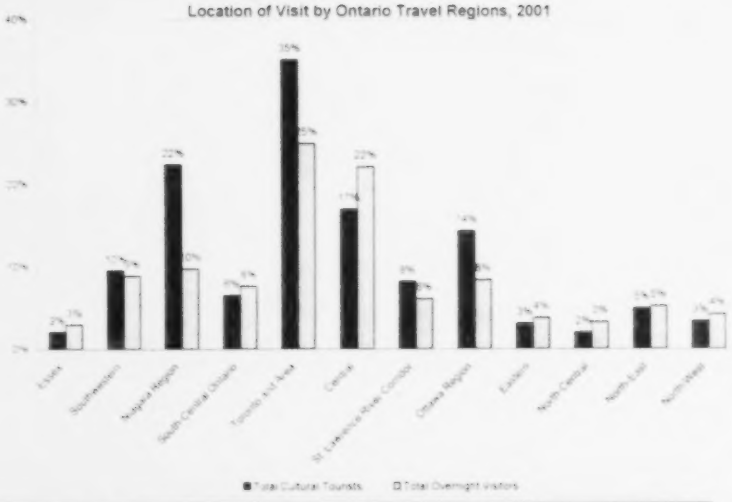


TABLE 8: Overnight Cultural Tourists in Ontario, 2001

Region Visited	Percent of Overnight Cultural Tourists, by Origin, Visiting each Ontario Travel Region*								
	Canada	Ontario	USA	Border States	Overseas	UK	France	Germany	Japan
Essex	1%	1%	4%	5%	1%	**	**	3%	**
Southwestern	8%	8%	13%	16%	5%	4%	1%	7%	2%
Niagara Region	9%	9%	34%	32%	42%	26%	36%	25%	47%
South-Central Ontario	6%	6%	5%	4%	12%	12%	3%	9%	6%
Toronto and Area	23%	20%	37%	34%	80%	71%	72%	78%	66%
Central	25%	29%	7%	6%	13%	18%	3%	18%	0%
St. Lawrence River Corridor	8%	8%	7%	7%	12%	7%	21%	11%	1%
Ottawa Region	15%	10%	9%	6%	30%	21%	59%	29%	11%
Eastern	3%	4%	3%	3%	2%	2%	2%	1%	**
North-Central	2%	3%	1%	1%	2%	2%	1%	5%	**
North-East	5%	5%	6%	6%	2%	2%	**	5%	**
North-West	3%	2%	4%	4%	1%	1%	**	7%	2%

**The percentages are based on the total number of visitors with a known regional destination in Ontario. ** less than 1%*
Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.

- Toronto and Area welcomed 80% of overnight cultural tourists from overseas. The Toronto region tends to be a gateway for this market with most international flights arriving at Pearson International Airport. Toronto was also the most popular region for cultural tourists from the USA (37%), followed by Niagara Region (34%).
- Central Ontario was the most popular region among cultural tourists from Ontario (29%) and Canada (25%) as a whole.

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* Please see page 13 for a map of Ontario's Travel Regions.

How much money did they spend in Ontario?

Expenditures of overnight cultural tourists accounted for 37% of total spending by overnight visitors in Ontario in 2001.

- Overnight cultural tourists spent $4.2 billion in the province in 2001.
- Americans accounted for 36% of total spending by cultural tourists, overseas visitors for 32%, and Canadians for 31%.
- Total average spending per overnight person visit was $461, per party visit was $888 and per party night was $187.
- Ontarians had the lowest average spending per overnight person visit ($242) and overseas visitors had the highest ($1,234).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 11 on the following page provides a comparison of spending with the cost of transportation removed.

Table 9: Overnight Cultural Tourists Total Spending by Origin, 2001

Origin	Total Spending (000)	Share (%)
TOTAL	**$4,234,207**	**100%**
CANADA	$1,325,727	31%
Ontario	$937,624	22%
Quebec	$101,582	2%
USA	$1,535,467	36%
Border States	$795,788	19%
Michigan	$248,749	6%
New York	$197,015	5%
Ohio	$116,151	3%
Pennsylvania	$93,619	2%
Illinois	$77,152	2%
Minnesota	$28,758	1%
Wisconsin	$34,344	1%
OVERSEAS	$1,373,013	32%
UK	$327,776	8%
Japan	$114,483	3%
France	$77,445	2%
Germany	$87,814	2%

Table 10: Overnight Cultural Tourists Average Expenditures in Ontario, 2001

	Average Per Person	Average Per Party	Average Per Party Night
TOTAL	**$461**	**$888**	**$187**
CANADA	$284	$490	$133
Ontario	$242	$422	$140
USA	$450	$1,056	$302
Border States	$361	$894	$305
OVERSEAS	$1,234	$2,266	$181
UK	$1,256	$2,541	$264
France	$745	$1,461	$203
Germany	$1,155	$2,142	$209
Japan	$1,286	$2,120	$410

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Cultural tourists from Germany had the highest average spending per overnight person visit on food and beverage and retail, while visitors from the UK had the highest average spending on recreation and entertainment. Cultural tourists from Japan had the highest average spending per person visit on accommodation.

Table 11: How Overnight Cultural Tourists Spent their Non-Transport Budget in Ontario by Origin, 2001								
Item of Expenditure	Origin of Overnight Cultural Tourists							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by overnight cultural tourists, excluding transport related expenditures ($000s)	$1,026,599	$713,740	$1,267,579	$694,826	$860,666	$180,920	$54,654	$57,662
% of total spending in Ontario by cultural tourists	77%	76%	83%	87%	63%	55%	62%	50%
Average Spending								
Per Person Visit	$220	$184	$371	$316	$773	$693	$719	$648
Per Party Visit	$379	$321	$872	$781	$1,420	$1,402	$1,333	$1,068
Per Party Night	$103	$106	$250	$266	$113	$146	$130	$207
Accommodation ($000s)	$293,605	$196,167	$529,107	$275,440	$286,207	$65,030	$21,902	$27,268
Spending on accommodation as a % of total spending in Ontario by cultural tourists	22%	21%	34%	35%	21%	20%	25%	24%
Average Spending								
Per Person Visit	$63	$51	$155	$125	$257	$249	$288	$306
Per Party Visit	$108	$88	$364	$309	$472	$504	$534	$505
Per Party Night	$29	$29	$104	$105	$38	$52	$52	$98
Food/Beverage ($000s)	$381,126	$269,130	$314,261	$172,516	$224,996	$48,294	$14,648	$13,249
Spending on food/beverage as a % of total spending in Ontario by cultural tourists	29%	29%	20%	22%	16%	15%	17%	12%
Average Spending								
Per Person Visit	$82	$70	$92	$78	$202	$185	$193	$149
Per Party Visit	$141	$121	$216	$194	$371	$374	$ 357	$245
Per Party Night	$38	$40	$62	$66	$30	$39	$35	$47
Recreation/Entertainment ($000s)	$156,699	$114,789	$211,347	$132,475	$107,657	$26,244	$ 5,978	$3,397
Spending on rec/ent as a % of total spending in Ontario by cultural tourists	12%	12%	14%	17%	8%	8%	7%	3%
Average Spending								
Per Person Visit	$34	$30	$62	$60	$97	$101	$79	$38
Per Party Visit	$58	$52	$145	$149	$178	$203	$146	$63
Per Party Night	$16	$17	$42	$51	$14	$21	$14	$12
Retail ($000s)	$195,169	$133,655	$212,862	$114,394	$241,806	$41,351	$12,126	$13,748
Spending on retail as a % of total spending in Ontario by cultural tourists	15%	14%	14%	14%	18%	13%	14%	12%
Average Spending								
Per Person Visit	$42	$35	$62	$52	$217	$158	$160	$154
Per Party Visit	$72	$60	$146	$129	$399	$321	$296	$259
Per Party Night	$20	$20	$ 42	$ 44	$32	$33	$29	$49

Table 11: How Overnight Cultural Tourists Spent their Non-Transport Budget in Ontario by Origin, 2001

Item of Expenditure	Origin of Overnight Cultural Tourists							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan

What was the economic impact of overnight cultural tourists in Ontario?

Total visitor expenditures by overnight cultural tourists ($4.2 billion) directly generated $1.6 billion in Gross Domestic Product (GDP) for the province from tourism front-line businesses.

- In 2001, cultural tourists that spent at least one night in the province had total visitor expenditures of $4.2 billion.
- This level of visitor expenditures directly generated $1.6 billion in Gross Domestic Product[1] (GDP) for the province from tourism front-line businesses[2].
- In addition to the $1.6 billion in direct[3] impact to GDP, there was an additional $2.7 billion generated through indirect[4] and induced[5] impact.
- In 2001, overnight cultural tourism created 44,300 (direct) jobs in tourism-related businesses and supported 41,990 (indirect and induced) jobs in other businesses in the province.
- The jobs directly related to overnight cultural accounted for 17% of the total tourism front-line jobs in the province in 2001.
- Overnight cultural tourists generated $1.95 billion in total taxes, of which $917 million were federal tax revenues[6], $748 million were provincial[7] and $285 million were municipal tax revenues[8].

Table 12: Economic Impact of Overnight Cultural Tourists in Ontario* 2001 (million $)

Visitor Expenditures	$4,234
Gross Domestic Product:	
Total	4303
Tourism Front-line Businesses	1627
Labour Income:	
Total	2741
Tourism Front-line Businesses	1225
Employment – Number of Jobs	
Total	86290
Tourism Front-line Businesses	44300
Taxes (Total):	
Federal	917
Provincial	748
Municipal	285
Taxes (Tourism Front-line Businesses):	
Federal	479
Provincial	409
Municipal	158

** Preliminary and subject to change.*
Source: Statistics Canada, Ontario Ministry of Tourism, Tourism Regional Economic Impact Model

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[1] Gross Domestic Product (GDP): Value of goods and services produced by labour and capital within a country (or region), regardless of nationality of labour or ownership.

[2] Tourism front-line businesses or tourism-related sectors: refer to the businesses or sectors that sell products and services directly to travellers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Although these sectors or businesses supply the goods and services consumed by travellers, they also supply goods and services consumed by non-travellers. As such, not all of these businesses' or sectors' revenues and jobs are attributable to tourism expenditures.

[3] Direct impact: refers to the impact that the tourism expenditures have on tourism front-line businesses (or tourism-related sectors).

[4] Indirect impact: refers to the impact resulting from the expansion of demand from tourism front-line businesses or tourism-related sectors, to other businesses or sectors.

[5] Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travellers directly and indirectly.

[6] Federal tax revenues: refers to personal income tax, corporate income tax, commodity tax (GST) and payroll deduction that collected by the federal government.

[7] Provincial tax revenues: refers to personal income tax, corporate income tax, commodity tax (PST, gasoline tax, fuel tax and tobacco tax), and employer health tax that collected by Ontario provincial government.

[8] Municipal tax revenues: refers to business and personal property taxes that collected by the municipalities.

How did Ontario's international cultural tourists evaluate various aspects of their trip in Canada?

Overall, high ratings on services experienced while in Canada.

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- U.S. overnight visitors in general rated transportation and accommodation services and variety of things to do and see as the same as in their own country. These visitors rated the hospitality of locals and the value for money as better than in the U.S.
- Overnight cultural tourists from the U.S. rated hospitality of local people, value for money and variety of things to do and see as better than in their own country.
- Overnight visitors from overseas countries rated all aspects as better than in their home countries, with the exception of value for money.
- Overnight cultural tourists from overseas countries rated the value for money in Canada as better or the same as their home countries. All other aspects were rated as better than in their home countries.

Table 12: Rating of Various Aspects of Trip in Canada 2001

Origin of Visitors	All Overnight Visitors		Overnight Cultural Tourists	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	46%	72%	47%	73%
Same	48%	21%	46%	20%
Not as good	6%	7%	7%	7%
Accommodation				
Better	40%	72%	40%	72%
Same	54%	26%	54%	26%
Not as good	6%	2%	5%	2%
Hospitality of local people				
Better	60%	79%	59%	80%
Same	37%	18%	38%	17%
Not as good	3%	2%	3%	3%
Value of money				
Better	64%	48%	63%	48%
Same	25%	40%	26%	41%
Not as good	11%	12%	11%	11%
Variety of things to do and see				
Better	48%	72%	51%	74%
Same	47%	25%	46%	23%
Not as good	4%	3%	3%	3%

What was the economic impact of overnight cultural tourists in Ontario?

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Federal	917
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Municipal	285
Taxes (Tourism Front-line Businesses)	
Federal	479
Provincial	403
Municipal	153

*Overnight cultural tourists

Gross Domestic Product (GDP) - value of goods and services produced by labour and capital located within a country, province or territory, regardless of nationality of labour or ownership.

Tourism front-line businesses - tourism-related sectors refer to the businesses or sectors that are directly and primarily related to travellers (e.g. accommodations, restaurants, remediation, travel agents, transportation and retail establishments). Although these sectors or businesses supply the goods and services consumed by travellers, they also supply goods and services consumed by non-travellers. As such, not all of these businesses or sectors' revenues and jobs are attributable to tourism expenditures.

Direct impact - refers to the impact that the tourism expenditures have on income from the businesses or tourism-related sectors.

Indirect impact - refers to the impact resulting from the expansion of demand from tourism front-line businesses or tourism-related sectors, to other businesses or sectors.

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Value of money				
Better	64%	48%	63%	48%
Same	25%	40%	25%	41%
Not as good	11%	12%	11%	11%
Variety of things to do and see				
Better	58%	75%	61%	74%
Same	37%	23%	34%	23%
Not as good	5%	2%	5%	3%

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

Other accommodation is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTCR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention*. In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention*.

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. An one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions

Tourism Regions in Ontario

Region 1: Essex
Region 2: Southwestern Ontario
Region 3: Niagara Region
Region 4: South-Central Ontario
Region 5: Toronto and Region
Region 6: Central Ontario
Region 7: St. Lawrence Corridor
Region 8: Ottawa Region
Region 9: Eastern Ontario
Region 10: North-Central
Region 11: North-East
Region 12: North-West

Marché touristique culturel de passage en Ontario, 2001

Points saillants

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Ontario

Points saillants

- Des 39,3 millions de visiteurs de passage en Ontario en 2001, 9,2 millions, soit 23 %, ont participé à des activités culturelles.
- Les dépenses de ces touristes culturels représentent 37% des dépenses totales des visiteurs de passage en Ontario en 2001.
- Ce niveau de dépenses des visiteurs (4,2 milliards de dollars) a créé un produit intérieur brut (PIB) de 4,3 milliards de dollars pour la province et 86 000 emplois.
- En moyenne, les touristes culturels ont passé 4,6 nuits en Ontario en 2001, 35 % de plus de l'ensemble des visiteurs de passage.
- Près de la moitié (48 %) des touristes culturels de passage sont venus en Ontario au cours des mois d'été en 2001, comparé à 39 % de l'ensemble des visiteurs de passage dans la province.
- La plupart des touristes culturels de passage en Ontario (84%) voyageaient en groupes ne comprenant que des adultes. Ces groupes atteignaient une moyenne de 1,7 à 2,5 suivant l'origine des visiteurs.
- 40% des touristes culturels de passage ont séjourné à l'hôtel pendant leurs vacances en Ontario comparé à 25% de l'ensemble des visiteurs de passage en 2001.
- Après la participation aux activités culturelles, le magasinage et les visites de points d'intérêts étaient les activités les plus populaires des touristes culturels en 2001.